

INTERNATIONALIZATION PROCESS: CHALLENGES OF DUBAI SMEs

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**UNIVERSITI UTARA MALAYSIA
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ABSTRACT

The objective of this study is to explore the influential factors that contribute the successfulness of Dubai SME's to expand abroad by applying the theory of internationalization (OLI model), resource base theory, and institutional base theory. The internationalization process will be examined comprehensively to achieve the research objective by using the quantitative approach in the research.

There are five main hypothesis has been developed to examine and analyze the progress of internationalization process of Dubai's SME's. Practically, the data of 93 small and medium sized enterprises from Dubai has been collected to review the actual condition of internationalization process in Dubai. Furthermore, data collected has analyzed with the SPSS software in obtaining the relevant information with numerical statistic and Pearson's correlation analysis.

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TABLE OF COUNTENTS

PERMISSION TO USE	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES AND FIGURES	viii
LIST OF ABBREVIATIONS	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Questions	3
1.4 Research Objectives	4
1.5 Scope of the Study	4
CHAPTER 2 LITERATURE REVIEW.....	6
2.0 Introduction	6
2.1 Definition of Small and Medium Enterprises	6
2.1.1 The European Commission (EC) Definition.	7
2.1.2 Multilateral Investment Guarantee Agency (MIGA) and International Finance Corporation (IFC) Definition of SMEs...	8
2.1.3 Asia Pacific Economic Cooperation (APEC) Definition.....	9
2.1.4 United Nations Industrial Development Organization (UNIDO) Definition	9
2.2 Definition of Entrepreneurship, Entrepreneurs, and international Entrepreneurship	11

2.2.1	Entrepreneurship.....	11
2.2.2	Entrepreneurs	13
2.2.3	International Entrepreneurship	14
2.3	International Strategy.....	15
2.4	The Internationalization Process of SMEs	21
2.5	Theory of Internationalization (OLI model)	30
2.5.1	O - Ownership Advantages	31
2.5.2	L – Location Advantages.....	32
2.5.3	I – Internalization	32
2.6	Resource-Based Theory of Internationalization.....	33
2.7	Institution Based Theory	36
2.7.1	What is the Relationship between Cultures and Institutions?..	37
2.7.2	Institutions as Defining Structures in International Business Strategy.....	38
2.8	Conclusion.....	39
CHAPTER 3 RESEARCH METHODOLOGY.....		41
3.0	Introduction	41
3.1	Theoretical Framework.....	41
3.2	Conceptual Definition	43
3.3	Hypothesis	46
3.4	Approach of The Study.....	47
3.5	Population and Sample	49
3.6	Data Collection Technique	50
3.7	The instrument- Questionnaires	51
3.7.1	Pilot Test.....	52

3.8	Data Analysis Technique	52
3.9	Summary	53
CHAPTER 4 RESEARCH FINDING		54
4.1	Introduction	54
4.2	Overview of Data Collected	54
4.3	Demographic Profile of Respondent.....	54
4.3.1	Gender of the Respondent	55
4.3.2	Age of The Respondent	55
4.3.3	Citizenship of The Respondent.....	56
4.3.4	Type of Company Do Work In The Respondent.....	57
4.3.5	The Experience With In The Organization.....	58
4.3.6	The Education Level (Qualification) Of The Respondent	59
4.4	Descriptive Statistics Analysis Of The Variables	59
4.5	Relation Between Independent Variables To Dependent Variables	61
4.6	Hypotheses Testing Summary	66
CHAPTER 5 DISCUSSION, RECOMMENDATIONS AND CONCLUSION		74
5.1	Introduction	74
5.2	Discussion and Recommendations.....	74
5.2.1	Dunning Internationalization Theory (OLI model)	74
5.2.2.	Resource Base Theory	75
5.2.3	Institution Base Theory.....	76
5.2.4	Future Research Recommendations	77
5.3	Managerial Implication	78
5.4	Conclusion.....	80

REFERENCES AND BIBLIOGRAPHY 81

APPENDICES



LIST OF TABLES AND FIGURES

Table 2.1	Application of Qualitative Indicators	10
Table 4.1	Summary of Gender demographic profile	55
Table 4.2	Summary of Age demographic profile	56
Table 4.3	Summary of Citizenship demographic profile	57
Table 4.4	Summary of Company type demographic profile	57
Table 4.5	Summary of Experience demographic profile	58
Table 4.6	Summary of Education level demographic profile	59
Table 4.7	Descriptive analysis of the variables	60
Table 4.8	Correlation between Success of Dubai SME internationalization process with Ownership advantage (OLI Model).	67
Table 4.9	Correlation between Success of Dubai SME internationalization process with locational advantage (OLI Model).	68
Table 4.10	Correlation between Success of Dubai SME internationalization process with internalization advantages (OLI Model).	69
Table 4.11	Correlation between resource theory and success of Dubai SMEs internationalization	71
Table 4.12	Correlation between institution theory and success of Dubai SMEs internationalization.	72

Table 4.11	Hypotheses result	73
Figure 3.1	The theoretical framework of study	
	(independent with dependent variables)	42
Figure 4.1	A Framework of Internationalization Theory, Resource base & Institution base theory with Success Dubai SME's Internationalization Process	63

LIST OF ABBREVIATIONS

SME	Small and Medium Enterprise
OLI	Ownership, Localization, and Internationalization advantage
OECD	Organization for Economic Cooperation and Development
EC	European Commission
MIGA	Multilateral Investment Guarantee Agency
IFC	International Finance Corporation
APEC	Asia Pacific Economic Cooperation
UNIDO	United Nations Industrial Development Organization
FDI	Foreign Direct Investment
R&D	Research and Development
MNE	Multi National Enterprises
RPT	Resource Base Theory
IRT	Institution Base Theory
SWOT	Strengths, Weaknesses, Opportunities, and Threats
RBV	Resource Base View
UAE	United Arab Emirate
DDED	Dubai Department of Economic Development
AED	Arab Emirate Dirham
SPSS	Statistical Package Social Science
USD	United State Dollar

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Global business is getting severe and very harsh in the market nowadays. Most business, especially small and medium enterprises (SMEs), have received great business opportunities and successful chances from the global market around the world; they are expanding their operations abroad to seek more business opportunities and potential markets.

This study will examine the influence of Dubai's SME challenges and their internationalization process. These challenges exist in the international market environment which is leading to their success in a good strategy of well performance. These are factors to predict the business achievement among Dubai's SME in internationalization process. Demographic character such as small and medium companies will be investigated to provide the detailed analysis related to the doing of business in international market.

It is important for a firm to precisely define its strategic choice to emphasis its internal and external operations to attain its organizational goal. According to

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